

Message Text

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TO AMEMBASSY BERN

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UNCLAS STATE 249394

E.O. 11652 N/A

TAGS: BEXP SZ

SUBJECT: FY-75 COUNTRY COMMERCIAL PROGRAM (CCP) FOR

SWITZERLAND-YEAR END REVIEW

REF: BERN 2746

THIS SUMMARIZES WASHINGTON COMMERCIAL ACTION GROUP (WCAG) DISCUSSIONS ON SWITZERLAND, DURING AUGUST AND SEPTEMBER, AT WHICH TIME ACHIEVEMENTS OF SWITZERLAND'S FY-75 CCP WERE REVIEWED.

UTILIZING POST'S OWN EVALUATION, BERN 2746, IT'S APPARENT POST ACHIEVED SIGNIFICANT INTERFACE BETWEEN "ACTIVITY TARGETS" AND ACTUAL ACHIEVEMENTS. ADDITIONALLY, A SIGNIFICANT NUMBER OF STUDIES AND REPORTS ON ITEMS OF IMPORTANCE/GENERAL INTEREST TO U.S. SUPPLIERS WERE PROVIDED, ESPECIALLY UNCLASSIFIED

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WHERE TARGET INDUSTRIES, ADS AND LICENSING OPPORTUNITIES

WERE CONCERNED.

THE IMPORTANCE OF ACHIEVING THE NUMERICAL GOALS SET FORTH IN POST'S EVALUATION CANNOT BE UNDERPLAYED; INDEED, POST PERFORMED ADMIRABLY. QUALITATIVE ANALYSIS SHOULD ALSO PLAY AN IMPORTANT ROLE, HOWEVER, IN HELPING WCAG TO DETERMINE

EFFECTIVENESS OF FUTURE CCP ACTIVITY. IN THIS CONTEXT, THE FY 76 CCP SHOULD LEND ITSELF TO GREATER CRITICAL ANALYSIS, AS MORE SPECIFIC PROMOTION EVENTS ARE INVOLVED WITH THE INDIVIDUAL CAMPAIGNS. POST WILL ALSO HAVE HAD ADDITIONAL TIME TO EVALUATE THE INTERFACE BETWEEN ITS RESOURCES AND CCP RESPONSIBILITIES. FOR FY 76 CCP WCAG URGES POST TO MAKE WHATEVER SUGGESTIONS AND/OR CHANGES, IF ANY, IT DEEMS NECESSARY TO FURTHER ENHANCE UTILITY OF CCP FOR SWITZERLAND.

IN SUMMARY, SWITZERLAND'S FY 75 CCP SHOULD BE CONSIDERED VERY SUCCESSFUL. INGERSOLL

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